

**PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)  
NIH - TASK ORDER**

**RFTOP #: 177**

**TITLE:** Primary Care Physician Outreach, NIDA

**PART I - REQUEST FOR TASK ORDER (TO) PROPOSALS**

**A. POINT OF CONTACT NAME:**

Debra C. Hawkins, Contracting Officer, COB, DEA, NHLBI, Phone: (301) 435-0367, Fax: (301) 480-3345, email: [hawkinsd@nhlbi.nih.gov](mailto:hawkinsd@nhlbi.nih.gov)

**Proposal Address:**

Procurement Section, COB, DEA, National Heart, Lung, and Blood Institute, National Institutes of Health, Rockledge Building 2, Suite 6042, 6701 Rockledge Drive, Bethesda, Maryland 20892-7902

**Billing Address:**

Accounts Payable, OFM, NIH, Building 31, Room B1B39, Bethesda, MD 20892-2045

**B. PROPOSED PERIOD OF PERFORMANCE:**

Two (2) years from date of award with three (3) twelve (12) month option periods.

**C. PRICING METHOD:**

Cost Plus Fixed Fee. NIDA estimates approximately 6,650 contractor direct labor hours per year to complete this project. If, in the opinion of the firm, this amount is insufficient to complete the required work or if significant improvements are available from additional funding, firms are requested to detail how available funds would be best spent, the amount and purpose of additional funds and any inefficiencies inherent in staging the project.

The estimated level of effort for each task and year is as follows:

Labor Category	DIRECT LABOR HOURS					
			1 <sup>st</sup> Option Period	2 <sup>nd</sup> Option Period	3 <sup>rd</sup> Option Period	Total

Labor Category	DIRECT LABOR HOURS					
			1 <sup>st</sup> Option Period	2 <sup>n</sup> Option Period	3 <sup>rd</sup> Option Period	Total
Project Director	1,400	1,400	1,400	1,400	1,400	7,000
Outreach Leader	1,000	1,000	1,000	1,000	1,000	5,000
Evaluation Specialist	250	250	250	250	250	1,250
Marketing Specialist	500	500	500	500	500	2,500
Event Specialist	350	350	350	350	350	1,750
Evaluation Specialist	500	500	500	500	500	2,500
Science Writer / Editor	600	600	600	600	600	3,000
Creative Director	250	250	250	250	250	1,250
Graphics Designer	400	400	400	400	400	2,000

Labor Category	DIRECT LABOR HOURS					
			1 <sup>st</sup> Option Period	2 <sup>n</sup> Option Period	3 <sup>rd</sup> Option Period	Total
Clerical / Meeting Support Staff	1,400	1,400	1,400	1,400	1,400	7,000
<b>GRAND TOTAL, Direct Labor</b>	<b>6,650</b>	<b>6,650</b>	<b>6,650</b>	<b>6,650</b>	<b>6,650</b>	<b>33,250</b>

**D. PROPOSAL INSTRUCTIONS:**

Technical proposals should be no longer than 50 pages and must be submitted to the POC at the address specified above. Proposals shall be in hard copy, including an original and three (3) copies of the technical proposal and an original and two (2) copies of the cost proposal. Offerors must also submit a signed task order form (last page of the RFTOP) with their proposal. Firms may submit proposals electronically via e-mail to hawkinsd@nhlbi.nih.gov (with the RFTOP # , and the proposal's firms name in the subject line), or via facsimile. In both cases, Offerors must follow such proposal submissions with hard copies as specified above.

A detailed work plan must be submitted indicating how each aspect of the statement of work is to be accomplished. Your technical approach should be in as much detail as you consider necessary to fully explain your proposed technical approach or method. The technical plan should reflect a clear understanding of the nature of the work being undertaken. The technical plan must include information on how the project is to be organized, staffed, and managed. Information should be provided which will demonstrate your understanding and management of important events or tasks.

Plans which merely offer to conduct a program in accordance with the requirements of the Government's scope of work will not be eligible for further consideration. The offeror must submit an explanation of the proposed technical approach in conjunction with the tasks to be performed in achieving the project objectives.

**Cost / Business Proposals.** The business proposal must contain sufficient information to allow the Government to perform a basic analysis of the proposed cost or price of the work. This information shall include the amounts of the basic elements of the proposed cost or price. These elements will include, as applicable, direct labor, fringe benefits,

travel, materials, subcontracts, purchase parts, shipping, indirect costs and rate, fee, and profit.

Note the estimated level of effort in paragraph B. above.

**Request for Clarifications.** All requests for RFTOP clarifications will be accepted by May 14, 2004, by 4:00 p.m. Requests for clarifications are to be submitted electronically to the Contract Specialist / Contracting Officer cited in Part I, paragraph A. above. Responses will be provided electronically to all Offerors by 4:00 p.m. May 21, 2004.

**Proposal Intent.** Upon review of the RFTOP, your intent to submit or not to submit a proposal is requested. Your intent may be furnished electronically to the Contract Specialist / Contracting Officer cited in Part I, paragraph A. above. *YOUR EXPRESSION OF INTENT IS NOT BINDING BUT WILL GREATLY ASSIST US IN PLANNING FOR PROPOSAL EVALUATION.*

**E. RESPONSE DUE DATE:**

Proposals are due by 4:00 p.m. local prevailing time on May 31, 2004.

**F. EVALUATION FACTORS:**

Evaluation factors will be weighted according to the percentages below:

***Prior Experience and Past Performance* ..... 40%**

The Offeror must demonstrate experience related to the work outlined in this task order. Contacts for no more than three, current, relevant projects demonstrating the Offerors experience should be provided.

***Staffing and Management* ..... 25%**

The Offeror must demonstrate experience of key personnel in supporting the planning and implementation of activities described in the task order. Offerors are to provide a detailed staffing plan, including labor hours and a management plan that describes the Offerors approach to managing work and subcontract management, if applicable. As part of the staffing and management plan, the Offerors shall summarize the relevant program development experience and skills of each of the individuals proposed for the task order.

***Technical Approach*..... 35%**

The Offeror must demonstrate a thorough understanding of the task order requirements and experience with program development and outreach. This includes creative and innovative approaches, and the assignment of tasks to experienced personnel. The proposal will be evaluated according to the soundness, practicality, and feasibility of the detailed, written description.

***Total Possible Points* ..... 100**

**Cost / Price Factors:**

Cost / Price is not a weighted evaluation factor. A basic analysis of the proposed cost or price of the work will be performed to determine the relative merits of the Offeror's

proposal and in selecting the offeror whose proposal is considered to offer the best value to the Government.

**SECTION B**  
**SERVICES AND COSTS**

**Article B.1. BRIEF DESCRIPTION OF SERVICES**

To increase outreach to primary care physicians with messages about their important role in preventing and treating drug abuse and addiction for the National Institute of Drug Abuse.

**Article B.2. ESTIMATED COST AND FIXED FEE**

**[ TO BE COMPLETED UPON TASK ORDER AWARD ]**

**SECTION C**  
**DESCRIPTION / SPECIFICATIONS / WORK STATEMENT**

**Task Order Title:** Primary Care Physician Outreach, NIDA

**Article C.1. Statement of Work**

**BACKGROUND INFORMATION:**

NIDA already conducts a broad range of outreach to physicians through many diverse projects. For example, there are physicians represented within various NIDA constituency group activities, NIDA exhibits and promotes materials and information at certain organizational conferences for physicians, and NIDA has created a physician working group to assist with identifying the needs of this audience. In addition, NIDA is currently soliciting and funding research that will have an impact on physicians' diagnostic and treatment approaches with their patients.

**OBJECTIVE:**

The objective of this procurement is to increase outreach to primary care physicians with messages about their important role in preventing and treating drug abuse and addiction. In particular, NIDA wants to increase physician's awareness of what the Institute does and how it can be a resource for them. The intent is to collect from, analyze, and disseminate accurate, timely drug abuse information to this group, based on their information needs. NIDA's goal is to conduct a national effort that would result in getting messages to every doctor's office with special attention to getting prevention messages to adolescents. The target audience is primary care physicians, with special attention to pediatricians who care for adolescents. There may be times when this target should be expanded to other health care professionals, such as emergency room physicians and non-physician healthcare providers.. This procurement will work to continue the efforts of the NIDA physician working group, develop novel ideas for new materials and campaigns to reach the target audiences, and assist with getting appropriate research messages out to this audience as they develop. NIDA expects the needs of this contract to include both short- and long-term projects. For example, there already is valuable information that NIDA needs to disseminate to this audience, but it may require some reworking to adequately meet the needs of primary care providers and/or novel approaches to getting it to this audience.. In addition, NIDA desires to establish better ties with physician and other appropriate organizations to assist with disseminating information and cement NIDA's position as a resource.

**SERVICES TO BE PERFORMED:**

Independently, and not as an agent of the Government, the Contractor shall furnish all necessary labor, materials, supplies, equipment, services (except as other wide specified herein) and perform the work set forth below.

All work under this contract shall be monitored by the Government Project Officer.

The Contractor will be expected to perform the following tasks:

**TASK 1: PLANNING AND MANAGEMENT:**

The contractor shall develop, implement, and maintain a project management and planning process that includes a work plan for outreach activities. The work plan should include the following:

- \$ Short- and long-term tasks to be accomplished
- \$ Methods and timelines for achieving the tasks
- \$ Allocation of resources, costs, hours, personnel

**TASK 2: MATERIALS DEVELOPMENT AND MARKETING:**

The contractor shall assist with pulling together existing materials, such as NIDA's commonly abused drug chart, identifying a range of approaches to get the information out, such as targeted mailings, promotions in appropriate venues (from conference exhibits to ads in appropriate outlets to media activities), coalition building, and possible event development. In addition, NIDA expects the contractor to assist with novel approaches, such as creating products for new technologies, like PDAs and the Internet. In addition, NIDA expects the contractor to assist with plans to efficiently and easily maintain new contacts and update new products.

**TASK 3: PHYSICIAN WORK GROUP INTEGRATION:**

The contractor shall assist in processing the information gleaned from work group meetings, planning and executing future meetings of this group. The initial task will be to review the outcomes from the first meeting and come up with suggestions for next steps.

**TASK 4: TRACKING AND ANALYSIS:**

The contractor will work with the NIDA to evaluate select activities conducted under this contract on an ongoing basis in a way that will help NIDA refine its efforts and shape future activities. NIDA anticipates this task will include conducting informal focus testing and research prior to developing projects and follow-up evaluation of various outreach efforts. NIDA will work with the contractor to develop appropriate methodologies that are effective without being overly academic.

**SECTION D  
PACKAGING, MARKING AND SHIPPING**

*[ There are no articles applicable to this section ]*

**SECTION E  
INSPECTION AND ACCEPTANCE**

*[ There are no articles applicable to this section ]*

**SECTION F  
DELIVERIES AND PERFORMANCE**

**Article F.1. Period of Performance**

Performance of this Task Order shall begin on or about August 2004, and shall not extend



beyond the estimated completion date of July 2006, unless the period of performance is extended by modification of the Task Order.

**Article F.2. Delivery Schedule**

The Contractor shall deliver the following item in accordance with the stated delivery schedule:

Item No.	Description	Quantity	Delivery Date	Point of Delivery
1.	Work Plan	1	15 calendar days after first mgt planning meeting	PO
2.	Materials Development/Marketing a. Publications development 1. Research 2. First Draft (text/design) 3. Editing 4. Camera ready art b. Marketing/Dissemination 1. Research 2. Draft marketing Plan 3. Revisions 4. Implement final plan c. Marketing analysis 1. Research 2. Draft evaluation plan 3. Revisions 4. Implement evaluation 5. Report on evaluation findings	1	TBD	PO
3.	Events and Working Group activities a. Events Development 1. Research 2. Draft work plan 3. Final Work Plan 4. Logistics for events 5. Follow-up report b. Physician Working Group project 1. Plan meetings 2. Meetings logistics 3. Follow-up reports/activities	N/A	TBD	PO

Item No.	Description	Quantity	Delivery Date	Point of Delivery
4.	Monthly Reports on task activities	2	15 calendar days after end of each month	PO/CO
5.	Annual Report on contract activities	2	30 calendar days after end of each contract year	PO/CO
6.	Final Report on Contract Activities	3	30 days after end of the contract	PO/CO
PO = Project Officer                      CO = Contracting Officer				

## SECTION G CONTRACT ADMINISTRATION DATA

### Article G.1. Project Officer

The following Project Officer(s) will represent the Government for the purpose of this contract:

**PROJECT OFFICER:**     *[ TO BE SPECIFIED UPON TASK ORDER AWARD ]*  
National Institute of Drug Abuse (NIDA)  
Public Information & Liaison Branch  
Neuroscience Center, Room  
6001 Executive Boulevard  
Bethesda, MD 20852  
Telephone : (301)

The Project Officer is responsible for: (1) monitoring the Contractor's technical progress, including the surveillance and assessment of performance and recommending to the Contracting Officer changes in requirements; (2) interpreting the Statement of Work and any other technical performance requirements; (3) performing technical evaluation as required; (4) performing technical inspections and acceptances required by this contract; and (5) assisting in the resolution of technical problems encountered during performance.

The Alternate Project Officer is responsible for: (1) monitoring the Contractor's deliverables; (2) tracking and approving invoices submitted for payments; (3) other administration tasks as required.

The Contracting Officer is the only person with authority to act as agent of the Government under this contract. Only the Contracting Officer has authority to: (1) direct or negotiate any changes in the Statement of Work; (2) modify or extend the period of performance; (3) change the delivery schedule; (4) authorize reimbursement to the Contractor any costs incurred during the performance of this contract; or (5) otherwise change any terms and conditions of this contract.

The Government may unilaterally change its Project Officer designation.

#### **ARTICLE G.2. Key Personnel**

Pursuant to the Key Personnel clause incorporated in this contract, the following individual(s) is/are considered to be essential to the work being performed hereunder:

<b>Name</b>	<b>Title</b>
<i>[ TO BE DETERMINED UPON TASK ORDER AWARD ]</i>	

#### **ARTICLE G.3. Invoice Submission**

1. The Contractor must submit an original, separate, itemized invoice for each order for supplies or services.
2. Invoices shall not be submitted until goods have been received or services performed.
3. An invoice must be submitted for each partial payment requested.
4. The invoice shall be prepared in ink or typewritten as follows:
  - a. Paying office and address
  - b. Invoice Number
  - c. Date of Invoice
  - d. Contract Number
  - e. Period of Performance
  - f. Payee's name and address. Show the Contractor's name (as it appears in the contract), correct address, and the title and phone number of the responsible official to whom payment is to be sent. When an approved assignment has been made by the Contractor, or a different payee has been designated, then insert the name and address of the payee instead of the Contractor.
  - g. Description of goods or services, quantity, unit price, (where appropriate), and total amount.
  - h. Charges for freight or express shipments other than F.O.B. destination. (If shipped by freight or express and charges are more than \$25, attach prepaid bill.
5. **The Contractor shall submit an original invoice to the:**  
National Institutes of Health, Commercial Accounts, Room B1B32, 31 Center Drive, MSC 2045, Bethesda, Maryland 20892-2045.
6. **The Contractor shall submit one (1) copy of the invoice to the:**  
Contracting Officer, Procurement Section, COB, DEA, NHLBI, 6701 Rockledge Drive, Suite 6042, Bethesda, Maryland 20892-7902.

The Contracting Officer will submit the invoice to the Task Order Project Officer for their review. Upon receipt of the TPOs recommendation to approve / deny the payment of the invoice, the invoice will be forwarded the approval to the Office of Financial

Management, Commercial Accounts.

7. Inquiries relating to payment may be made directly to: Commercial Accounts, Telephone: (301) 496-6088.
8. All NIH contracts are expressed in United States dollars. Where expenditures are made in currency other than United States dollars, billings on the contract shall be expressed, and reimbursement by the United States Government shall be made, in that other currency at amounts coincident with actual costs incurred. Currency fluctuations may not be a basis of gain or loss to the Contractor. Notwithstanding the above, the total of all invoices paid under this contract may not exceed the United States dollars authorized.

**Task Order #:** NICS-177

**TITLE:** Primary Care Physician Outreach, NIDA

**PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0\_\_\_\_\_**

**Contractor:**

**Address:**

**Points of Contact:**

**Phone:**

**Fax:**

**TOTAL ESTIMATED COST:** \_\_\_\_\_ **Pricing Method:** \_\_\_\_\_

**TOTAL ESTIMATED NUMBER OF HOURS:** \_\_\_\_\_

**PROPOSED COMPLETION DATE:** \_\_\_\_\_

**FOR THE CONTRACTOR:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**SOURCE SELECTION:**

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

**Billing Reference #** \_\_\_\_\_

**Appropriations Data:** \_\_\_\_\_

**RECOMMENDED:** \_\_\_\_\_

FAX #

\_\_\_\_\_  
Signature - Project Officer

\_\_\_\_\_  
Date

**APPROVED:** \_\_\_\_\_

FAX #

\_\_\_\_\_  
Signature - Contracting Officer

\_\_\_\_\_  
Date

**NIH APPROVAL -**

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & PICS COORDINATOR

**APPROVED:** \_\_\_\_\_

\_\_\_\_\_  
Signature – Molly Eng, NIH-PICS Coordinator  
Fax #: (301) 496-7007

\_\_\_\_\_  
Date